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Broadcasting Oct 31

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Cablevision's Dolan

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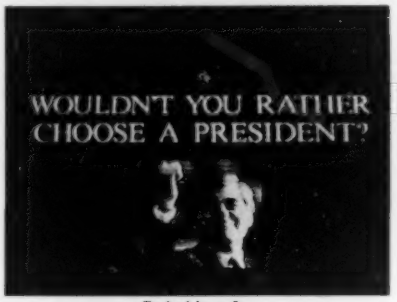
Vol. 115 No. 18

Broadcasting Oct 31

Eye for an eye?... As race for White House enters its final week, there is increased



Dukakis ad

attention on impact of political advertising on presidential campaign —one widely regarded as negative and nasty. **PAGE 27.**

Compulsory vote... FCC will urge Congress to abolish compulsory copyright licenses; commissioners are divided over how much of rule should be dropped. **PAGE 29.**

Counting on cable... In this "At Large" interview with BROADCASTING editors, Cablevision's Chuck Dolan talks about how to take on the competition that he believes is a fact of media life. "All of our strategies should be predicated on the idea that competition is inevitable. One way or the other," he says. **PAGE 33.**

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Chairman John Dingell (D-Mich.) and, at last count, 112 co-sponsors.

Duopoly/one-to-a-market—FCC voted last week to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Chairman Dennis Patrick had also hoped to modify one-to-a-market rules to allow radio-TV crossownership, but was unable to reach consensus with other commissioners in time for Oct. 27 meeting. However, he still thinks consensus can be had.

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Equal Employment Opportunity

FCC's enforcement of broadcast equal employment opportunity rules and reporting requirements along with agency's implementation of EEO section of Cable Act were subjects of House Telecommunications Subcommittee hearing in May (BROADCASTING, May 23). FCC's decision not to launch formal investigation of Mass Media Bureau's EEO branch in wake of allegations leveled by branch employes of lax enforcement of cable EEO rules, mismanagement and unfair hiring and promotion practices was called "sham and mockery," in letter from National Treasury Employees Union on behalf of branch employes.

FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers.

High-Definition TV

In late November, Advanced Television Test Center, project co-sponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations, will move into temporary offices in same Alexandria, Va., building that houses PBS headquarters. Permanent site for ATTC's headquarters is to be found by spring, when center will provide facilities for Advanced Television Systems Committee (ATSC) and FCC's advisory committee on advanced television services to test HDTV and EDTV systems. Group W Broadcasting has donated use of its WBZ-TV Baltimore as site for some ATTC testing, one of several projects company has begun with $1 million set aside in its budget to develop advanced television for broadcasters.

FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

At same time, FCC released inquiry asking which of four high-definition transmission methods will be most suitable: one 6 mhz channel; 6 mhz channel with 3 mhz augmentation channel; 6 mhz channel with 6 mhz augmentation channel, or 6 mhz NTSC channel and simulcast noncompatible high-definition 6 mhz channel.

Telecommunications Subcommittee held hearing in September focusing on economic and trade implications of new technology. Subcommittee Chairman Ed Markey (D-Mass.) expressed desire to see U.S. industry take part in development and manufacture of HDTV equipment. Markey has asked Electronic Industries Association, American Electronics Association and Semiconductor Industry Association to submit report (no later than Jan. 4, 1989) recommending policy that would encourage U.S. activity in area. FCC's HDTV advisory task force and NTIA also were asked to prepare report on subject.

Cable industry is still considering participation in ATTC, but operators may put any dollars available for study or testing of HDTV into Cable Television Laboratories Inc. (Cable Labs), newly created research and development consortium of major cable operators. Cable Labs is expected to start up later this year. Richard Green, senior vice president, engineering, Public Broadcasting Service, will take over as president of Cable Labs this month.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,915	278	5,193
Commercial FM	4,116	606	4,722
Educational FM	1,356	265	1,621
■ Total Radio	10,387	1,149	11,536
FM translators	1,625	439	2,064
Commercial VHF TV	543	19	562
Commercial UHF TV	506	205	711
Educational VHF TV	119	7	126
Educational UHF TV	214	29	243
■ Total TV	1,382	260	1,642
VHF LPTV	109	164	273
UHF LPTV	290	1,165	1,455
■ Total LPTV	399	1,329	1,728
VHF translators	3,060	109	3,169
UHF translators	2,198	338	2,536
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Errata

In Oct. 24 story on syndicated series in development for 1989, **barter split for MCA's *Lassie*** was incorrect. **MCA will hold back three minutes with stations keeping four minutes.**

□

Deck for story on **Television Bureau of Advertising** convention (BROADCASTING, Oct. 24) **incorrectly implied** that station owner **George Gillett criticized TVB for failing to promote ad sales.** Gillett did say that industry needed better research with which to sell.

hotel, Dallas. Information: (202) 429-5420.

March 23—*National Association of Black Owned Broadcasters* fifth annual Communications Awards dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

March 30—*Federal Communications Bar Association* monthly luncheon, featuring international telecommunications panel, including Seth Blumenfeld, president, MCI International. Marriott, Washington.

April 1989

April 4—*Caucus for Producers, Writers and Directors* general membership meeting, featuring members of New York Business Roundtable. Los Angeles. Information: (213) 652-0222.

April 9-12—*Broadcast Financial Management/Broadcast Credit Association* 29th annual conference. Loews Anatole, Dallas. Information: (312) 296-0200.

April 10-12—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York. Information: (212) 751-7770.

April 19-23—*National Broadcasting Society, Alpha Epsilon Rho*, 47th national convention. Riviera hotel, Las Vegas. Information: David Guerra, (501) 569-3254.

April 19—*Federal Communications Bar Association* monthly luncheon. Robert Johnson, president-publisher, *Newsday*. Marriott hotel, Washington.

April 21-26—25th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

April 27-29—*Broadcast Education Association* annual convention. Las Vegas. Information: (202) 429-5355.

May 1989

May 11-15—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 17-20—*American Association of Advertising Agencies* 71st annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 17-21—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

May 21-27—*Input '89*, international public television screening conference, "annual forum for the exchange of program ideas among producers, programers and others interested in improving the quality of public television around the world." Stockholm, Sweden. Information: (803) 737-3434.

May 24—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Kahn, president, Corporation for National Research Initiatives. Marriott.

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Continued from page 32.

calls protesting the preemption. "Normally we feel like we've heard from the public if we receive 200 calls," she said. Smith also noted that 500 Utah viewers called the FCC complaining that KUTV was "censoring" its schedule. Affiliates in Colorado Springs and Bristol, Va., also preempted the show, said NBC.

Commenting on the controversy, Rivera charged advertisers last week with "institutional hypocrisy" for rejecting his show but endorsing the abundance of "pseudo-sex and violence" found in weekly entertainment programing. "The ultimate arbiter on issues of taste or controversy is the viewing audience," he said. □

TV may be hurt by effects of food company buyouts

Ad budgets of four large firms may be pared back in wake of takeover announcements

Four major food companies involved in possible buyouts may cut back their television advertising because of the deals. RJR Nabisco, Philip Morris, Kraft and Pillsbury, which together accounted for 8% of TV network ad sales in 1987, would probably reduce their advertising budgets, at least briefly, to free cash for takeover-related financing, according to several advertising observers.

"Anybody who says that the current activity won't have any effect on advertising is probably being too optimistic," said Andrew Wallach, an analyst at Drexel Burnham Lambert.

Last week, RJR Nabisco was the object of a management buyout bid worth $17 billion and another $20.3 billion bid from Kohlberg, Kravis, Roberts & Co. RJR Nabisco spent $275 million in 1987 on network TV, spot TV, national syndication and cable network advertising, according to the BAR/LNA Multimedia Service, as compiled and published by Leading National Advertisers.

Philip Morris has made an $11.4 billion takeover offer for Kraft, while Kraft's management has a $12.5 billion plan to recapitalize the company. In 1987, Kraft and Philip Morris spent a total of $642 million on network and cable advertising, according to BAR/LNA.

And Pillsbury, the object of a $5.2 billion offer from Grand Metropolitan PLC, is considering a leveraged recapitalization or a leveraged buyout by management to fend off the Grand Met bid. Pillsbury's television-related advertising spending was $238 million for 1987.

Because these companies might have to take on a great deal of debt as a result of the proposed purchases, short-term financial pressures could easily cut into advertising budgets, observers said. "Advertising is a fluid asset in a company if it wants to shore up the bottom line or pay the bank," said Marty Ozer, president of Katz Independent Television. If cash flow just matches debt service in a buyout, one of the "cushions" in a company's budget is marketing funds, said Alec Gerster, executive vice president, media, Grey Advertising. "It can get pretty volatile," he added. Because of the financial strength of the various companies involved and their familiarity with the need to support the value of a brand through consumer advertising, budget cutting might not take place as a result of current food-industry activities, Gerster said.

One paradigm that might be followed is that of BCI Holdings, the parent company of the Beatrice Companies, of which KKR and Drexel Burnham made a leveraged buyout in 1986. In 1985 the company spent $95.9 million on network TV, spot TV and cable advertising, according to BAR/LNA. The year of the buyout, that figure dropped to $82.3 million; a year later, it was $63.3 million. Part of the decline was due to the divestiture of brands, said one advertising industry executive, but he added that the company's corporate advertising "disappeared."

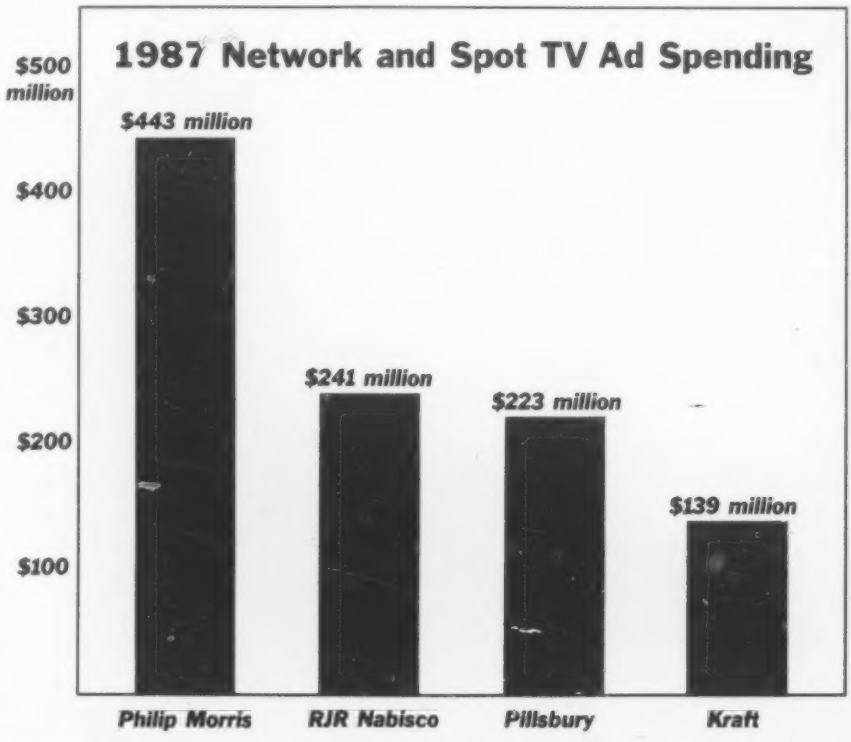
When advertising budgets are cut back, Wallach said, money comes out of brand-oriented "touchy-feely" advertising rather than sales-oriented promotions. Promotions would be favored over advertising because cash generated by advertising takes longer to materialize, said Joseph Ostrow, executive vice president and worldwide media director for Foote, Cone & Belding Communications.

Another historical pattern that might be repeated is the advertising spending of major retailers bought in leveraged buyouts within the past two years. According to statistics gathered by analyst Peter Appert at C.J. Lawrence, five major retailers that underwent a management LBO or other purchase since 1986 cut their advertising budget as a portion of revenues. Allied Stores, which was purchased by Campeau Corp. in 1986, cut its ad spending by 45% the year following the restructuring.

A leveraged buyout would not necessarily drive down a company's advertising budget for more that six months, according to Charles Crane, an analyst at Prudential-Bache Securities. After an initial drop in advertising due to financing costs and the wait for a new management team's marketing agenda, advertising budgets would probably increase to previous levels, he said. In past leveraged buyouts, television advertising was not reduced disproportionately in relation to other media, Crane said.

The long-term effect of food industry purchases might be a negative one, suggested Peter Falco of Merrill Lynch. In purchasing an established brand, a company is diverting money it might otherwise have spent on advertising new products of its own, he said.

If mergers do affect television revenue, they will also affect profit margins and station values, a point that was not lost last week on panelists at a New York City semi-



Source: BAR/LNA Multimedia Service, as compiled and published by Leading National Advertisers

'Times' puts cable system on block

The New York Times announced last Friday that it was putting its cable system in southern New Jersey up for sale. The Audubon, N.J.-based system serves over 160,000 subscribers and could fetch a price of between $350 million and $400 million, one broker said.

The system has been much in the news since cable pioneer Irving Kahn announced plans to overbuild the system, eventually with fiber. Kahn, who has been granted five franchises to date in the area, said last week the timing of the NYT's decision reflects its concern about competition from Kahn's Choice Cable. "It seems obvious that the potential for success by Choice Cable in NYT's backyard could mean a dramatic negative impact on the price of the NYT system, and the timing of NYT's decision to sell probably reflects that fact," he said.

In addition to Kahn, likely bidders could include Comcast, which has franchised much of neighboring Philadelphia, and Continental. One broker also expected that Cablevision Systems could well make a strong run for the system. Because the system is large (among the nation's top 20), is in a growing area and has produced some strong pay-pay-view results, the broker said, it may also draw the attention of the telephone companies.

NYT has retained First Boston to sell the system.

nar discussing TV station acquisitions. "Consolidations are done purposefully, and at least one of those purposes has a direct impact on television advertising," said Michael Fink[illegible]ein, chief executive officer of Renaissance Communications Corp. He said that reducing advertising competition can be among a merger's goals, along with increasing leverage for shelf space and eliminating duplicative research and development. Finkelstein said that following the recent consolidation of the beer industry, television advertising by beer makers declined in absolute terms. Several other panelists at the seminar also shared Finkelstein's view that the consumer product company mergers could affect buyers' attitudes toward station values.

Alan Gottesman, an analyst with PaineWebber, said he did not believe that advertising spending would necessarily be cut by any of the food companies at issue. Because purchasers are for the most part already involved in the food business, "nobody would have to learn the lesson of why to advertise." Nobody would have to learn the lesson, either, of reacting to one's competitors' advertising, he added.

On the other hand, bankers taking over a company might not be as knowledgeable, he said. "That's a lesson to be learned," he said. But the lesson would inevitably be learned, thus restoring advertising budgets, he said.

Gottesman also said that he did not believe that the situations of food product manufacturers were analogous to those of the retailers mentioned in Appert's study. Whereas a merger of two retailers might result in consolidated advertising, different food product lines would still require a certain amount of advertising per sale no matter who owned them, he said. □

TCI looking at a "less is more" channel strategy

MSO examines ways to improve programing and promotion of existing services as way to increase share of advertising pie

Tele-Communications Inc. is looking toward reducing the number of channels it carries and devoting more resources to improving existing cable programing services and promoting them better. The emphasis would be on improving the ratings of the cable networks, which would produce a more substantial share of the advertising pie.

"TCI is thinking about reducing our channels, not because we want to reduce channel opportunities to the consumer, but many times we put on channels which are low quality, where the consumer gets upset," said John Sie, senior vice president, programing, TCI, during a cable-telco seminar in Atlanta last week. "Unfortunately, our value [as perceived by the customer] is only as good as our lousiest channels."

Programing costs are enormous, said Sie: "Ask ABC, NBC or CBS. If we have 30 channels, that's a lot of channels to program 24 hours. I don't mind if we have good quality programing that the person does not watch. But when we have shlocky programing or low production values or objectionable programing, then somehow consumers think they are paying for that."

He acknowledged that "cable's rating is very small," and said "advertisers don't like to deal with 1's or 0.5's." They want 10's, he said. "Now, we can't get a 10 if we keep adding those fragmented channels, so at TCI we're studying what consumers think are good and bad services, whether they watch it or not. We should really reinvest our money into improving the quality and promote the product we have, so that we can have a robust next phase of growth, which is advertising."

If networks "can do a good job with three channels with $10 billion in revenue," he said, maybe cable can get one-third of that revenue with 20 channels. "I'd be very happy" with that, he said.

Sie believes the phone company is pushing fiber without considering whether consumers want or are willing to pay for all the services that capacity would afford (see page 54). HDTV, he contends, can be delivered with the present 6 mhz technology, without the need for fiber, using the Ferrugia system (BROADCASTING, June 13).

"So while we certainly have the capability to rebuild and add channel capacity through [fiber] backbone, it's not at all clear that more channels are better," Sie said. The channel capacity race from 30 to 40 to 50 to 100 "really didn't come from any consumer demand," but stemmed from "a mindless franchising frenzy." Sie said TCI is looking at "how we optimize this plant we have, and one of the first things we have to look at is the channel lineup we have. And probably we'll take off some of the poorer-quality channels."

Sie said later that TCI does not see fiber as a solution for increasing channel capacity, since more is not necessarily better, or for implementing HDTV. "We view fiber purely as a technology," he said, which will be used to improve analog technology by providing better pictures more reliably and cheaply.

The optimal number of channels seems to be between 30 and 40, he said, depending on the number of off-air stations and other variables. In Pittsburgh, he said, TCI has reduced the number of channels from 66 to 44, which has produced "far better programing" for the consumer. He said the company is not against adding new services, but would want to ensure that any that are added are of good quality. □

No hope for 'Ryan's' soap

Affiliate preemptions of ABC's noontime serial drama, *Ryan's Hope*, last week spelled death for the half-hour show. Network officials have decided to cancel the soap opera as of Jan. 13, ending a 13½-year network run. The move will allow the current half-hour infotainment show, *Home*, to expand to an hour.

Clearances for *Ryan's Hope* had deteriorated to approximately 75%, according to figures provided by A.C. Nielsen, as affiliates, including many in major markets, had decided to air their own noontime newscasts instead. *Growing Pains*, which currently runs at 11 a.m., will be moved to noon.

Within recent weeks, *Home* has added George Merlis as supervising producer. Merlis had previously worked with the show's executive producer, Woody Fraser, on *Good Morning America*

wood community is to buy shows from them and give them good time periods. Anything else is just...window dressing." But Tartikoff added that the networks also were looking at a new Hollywood structure: "Although you do have certainly some power still left...it really resides now, I think, in the dozen to 20 key writer-producers who can literally get a commitment from ABC, CBS, NBC, Fox, Turner, HBO, Showtime, whatever."

The president of NBC Entertainment said that he in fact turned down a chance from one of those key writer-producers, Carsey-Werner, which went to NBC first with *Roseanne*. The prime time sitcom is instead on ABC, where it has gotten off to a good ratings start. Tartikoff explained that Carsey-Werner had made a "rudimentary pitch" and on the basis of that pitch asked for an "episodic commitment." All NBC wanted to commit to was a pilot: "We were trying to stress the importance of making changes and making improvements on [Carsey-Werner's existing show on NBC] *A Different World*. And so we ended up leaving it at that...I don't think it's clear whether the choice is right or wrong...whether we should have offered six episodes to a comedienne who had never acted before..."

As for the sitcoms NBC has premiered, *Empty Nest*, *Dear John* and *Baby Boom*, Tartikoff said he had no complaints.

Tartikoff explained the purpose of the new program development group of which he was recently named chairman: "We can no longer operate in a blue-sky environment, where everybody in the company sort of goes about on their own, developing or doing projects without ever telling the other people what they're doing."

As an example, he said that previously he found out about the news division's daytime pilots after they were made: "Nobody ever consulted with us. They might have been told that there really wasn't a way to clear those kinds of programs where they were intended to go."

The owned stations may initially be the most involved and could be used to test out ideas, said Tartikoff: "It's to look at the similar kinds of things that we're involved in. We're very involved in the development of game shows. The owned stations are always in the market for late-afternoon programing."

The group, Tartikoff said, would be helping to shape the "concept" of a prime time news magazine, but, he added, it "would not be involved in the content or the producing of that magazine."

ABC's mini-series *War and Remembrance* would probably win its time periods this fall, Tartikoff conceded, noting that some of NBC's plans to counterprogram it were in dispute. The writers' strike hindered production of about half of the "missiles" that NBC had planned to use against the mini-series, he said.

The president of NBC Entertainment and NBC Productions expects the network in May to be able to mount a better "counter attack" against the second half of the 32-hour mini-series.

Reductions in the standards and practices department at NBC prompted questions to Tartikoff. He answered by saying the main change was that the 20 jobs eliminated (out of 40) were primarily "lower-echelon" personnel whose primary task was to "buck" the problems to higher-echelon department members. The responsibility for bucking up the problems has now been given to the program executives overseeing the various shows, he said.

The NBC executive was called on to defend the standards decision on a recent broadcast of *Saturday Night Live*, which included a make-believe game show, "Jew, not a Jew." Tartikoff said although the content of the segment was not changed, a "compromise" decision was made to move the skit to the back of the show: "We eventually allowed it to go on because the producer of the show is Jewish; the writer of the show is Jewish; the broadcast standards officer is Jewish...myself being Jewish. We all looked at it and said it did play on several levels and just didn't play on shock value of saying the word Jew so many times like that..." Tartikoff described reaction to the show as not "inordinate." □

New soap. Beginning in March 1989, NBC will increase its daytime soap opera schedule by one half hour with the addition of *Generations*. It is expected that the network will use the 30-minute drama as a lead-in at 12:30 p.m. to its afternoon block of hour-long soaps, which currently begin at 1 p.m. Making way for the new soap will likely be one of the network's game shows. NBC's game show block begins at 10 a.m. with *Sale of the Century* and ends at 12:30 p.m. with *Scrabble*. Likely targets for cancellation are NBC's three lowest-rated games, *Super Password* 12-12:30 p.m., *Concentration* 10:30-11 a.m. and *Sale of the Century* at 10-10:30 a.m. *Generations* was created by Susan Sussman, former writer for *The Young and the Restless*. The show is produced by NBC Productions, with Sussman serving as executive producer.

New host. Industry sources say Barris-Guber-Peters will announce soon that comedian Paul Rodriguez will replace veteran game show host Bob Eubanks as the host of the *New Newlywed Game*. The company declined comment, but sources said the switch is expected to be made the week of Dec. 5. The show, now in its third season, has suffered from stations putting it in less desirable time periods, and a number of strong affiliates have dropped the show, to be replaced by weaker independents, according to a program analysts.

Silence broken. Marina Oswald, wife of the accused assassin of John F. Kennedy, Lee Harvey Oswald, has consented to do her first TV interview since the Kennedy assassination 25 years ago. The interview is expected to take place live as part of Jack Anderson-Saban Productions' prime time syndication special, *American Expose: Who Murdered JFK?*, to air Nov. 2. "We have her promise" for an interview, said a source in Anderson's Washington office. The special will address the theory that there was an international conspiracy behind the assassination.

NBC wins week five; CBS, ABC tie for news

The World Series put NBC on top for week five (ended Oct. 23), when the network scored an 18.7 rating and a 30.5 share. ABC maintained its hold on second place with a 13.9/22.6, while CBS closed out with a 12.7/20.7. ABC and CBS tied in the evening news race with a 10.2/20. NBC pulled in an 8.9/18, due in part to low coverage because of the World Series broadcasts. The combined rating for the three networks was a 45.3, or 40.9 million households. This figure is up from week four's 38.5 million households.

Nielsen	□	Net		Nielsen	□	Net	
1	26.3/43	N	World Series: game 5	32	13.3/22	N	World Series: pregame 3
2	25.9/42	N	Cosby Show	33	12.8/22	A	Just the Ten of Us
3	24.7/40	N	World Series: game 3	34	12.8/20	A	North and South: part 1
4	24.0/39	N	World Series: game 4	35	12.8/20	A	North and South: part 3
5	23.7/35	A	Roseanne	36	12.8/20	N	NBC Movie: Goonies
6	21.8/34	A	Who's the Boss?	37	12.7/20	C	CBS Monday Movie
7	21.1/33	N	NBC Monday Movie	38	12.3/21	N	World Series: pregame 4
8	20.7/35	C	60 Minutes	39	12.0/22	A	North and South: part 4
9	20.3/31	C	CBS Sunday Movie	40	11.3/21	N	Secrets Men Never Share
10	20.1/30	C	Murder, She Wrote	41	11.2/20	N	Something Is Out There
11	19.2/33	N	Golden Girls	42	11.0/17	C	CBS Thursday Movie
12	19.1/30	A	Growing Pains	43	10.5/19	C	This Is America, C. Brown
13	18.8/29	A	Head of the Class	44	9.9/18	C	B. Bunny Video Stars
14	18.6/30	N	ALF	45	9.8/16	C	Wiseguy Special
15	17.7/27	N	Hogan Family	46	9.6/15	C	48 Hours
16	16.5/29	N	Empty Nest	47	8.4/14	A	Incredible Sunday
17	15.8/26	N	NBC Sunday Movie	48	8.2/13	C	Smothers Brothers Special
18	15.4/24	C	CBS Tuesday Movie	49	8.0/13	A	MacGyver
19	15.2/27	A	Full House	50	7.9/15	C	West 57th
20	15.1/26	A	Monday Night Football	51	7.4/11	F	America's Most Wanted
21	14.9/23	A	North and South: part 5	52	7.3/11	C	High Risk
22	14.9/23	C	60 Minutes Retrospective	53	7.0/13	C	Live! Dick Clark Presents
23	14.8/26	C	CBS Friday Movie	54	6.6/10	F	Married...With Children
24	14.5/22	A	Mission: Impossible	55	6.3/11	C	Simon and Simon
25	14.2/24	A	Mr. Belvedere	56	5.2/9	F	21 Jump Street
26	14.2/26	N	Amen	57	4.0/7	F	Reporters
27	14.1/26	A	Perfect Strangers	58	3.9/6	F	Gary Shandling Show
28	14.1/25	N	NBC Friday Movie	59	3.5/5	F	Tracey Ullman Show
29	13.8/22	A	North and South: part 2	60	3.4/6	F	Beyond Tomorrow
30	13.7/25	N	227	61	2.9/5	F	Duet
31	13.4/24	A	20/20				

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